



Visit McKinney  
Grant Presentation  
October 25, 2022

Dr. Beth Beck, Executive Director





**MillHouse Mission:**  
support small business  
women in creative fields.





# PROGRAM PRIORITIES

1. Talent Showcase – Community-based festivals, markets, and events to enhance economic opportunities for local and regional creatives;
2. Art/Product Spotlights – Highlight creative work through Gallery exhibits, Public Art, and social media;
3. Collaborative Projects – Elevate creative expression with McKinney creatives and local organizations.



**We partner with the  
McKinney Cotton Mill  
to create a cultural hub  
for artistic expression.**





**We host ART festivals:**

**August 2019**

**February 2020**

**February 2021**

**August 2021**

**February 2022**

**August 2022**

# **MillHouse ArtFest** McKinney Cotton Mill

**Organized and  
implemented  
by MillHouse  
artists!**





**OUTDOOR  
Maker Markets:  
October 2020  
November 2020  
December 2020**

**MillHouse  
MAKER  
Market  
McKinney Cotton Mill**

**INDOOR  
Maker Markets  
planned for  
2023**





# MillHouse MuralFest McKinney Cotton Mill

**THIS YEAR:** 12 muralists painted original designs on the walls of the historic Cotton Mill facility, and five canvas mural artists created art for auction.

The murals contribute to the cultural fabric of McKinney.





# 2023 Programs Festivals & Markets

Art Festivals:  
February Indoor ArtFest  
June Outdoor MuralFest  
August Indoor ArtFest

Artisan Maker Markets:  
(pending permits):  
July, September  
*October, November*



*Armie Fallon.com*

PRISCILLA AND BILL  
DARLING



# TARGET AUDIENCE

## TEXAS & BEYOND

### Attendees/Shoppers

Art Patrons, Collectors, Families & Friends, Tourists & Weekenders who stay at McKinney hotels, bed & breakfast, and AirBNBs



### Creatives

Established & Emerging Artists, Makers, Muralists, Musicians & Food Vendors



# Marketing Strategy

## Digital Marketing

Online News  
Online Magazines  
Social Media  
Facebook/IG Ads,  
Posts, Stories, Reels  
MillHouse Website

## Print Media

Community Impact Ad  
Living Magazine stories  
Signs & Banners



Reel insights  
Engaging-related insights, such as share, may be lower than expected due to rules in some regions. Learn More



your calendars, then head to McKinney this August 27 and 28 for the MillHouse Foundation summer ArtFest. Held from 11 AM to 5 PM on both days, the event is a historic opportunity to see local art in the historic McKinney Cotton Mill. Browse through unique shops and boutiques at your leisure, dine at one of many restaurants, or relax at a wine bar and people-watch. Stay downtown at a local hotel, inn, or bed and breakfast (DowntownMcKinney.org/listing/lodging) and immerse yourself in the laid-back downtown McKinney vibe.

McKinney. After you browse through the ArtFest booths and find the perfect pieces to take home, head to the historic square in old downtown McKinney located about a mile from the Cotton Mill. Browse through unique shops and boutiques at your leisure, dine at one of many restaurants, or relax at a wine bar and people-watch. Stay downtown at a local hotel, inn, or bed and breakfast (DowntownMcKinney.org/listing/lodging) and immerse yourself in the laid-back downtown McKinney vibe.

printmaking, collage, and acrylic art and Lisa Temple, figurative portraiture and abstract expressionism artist.

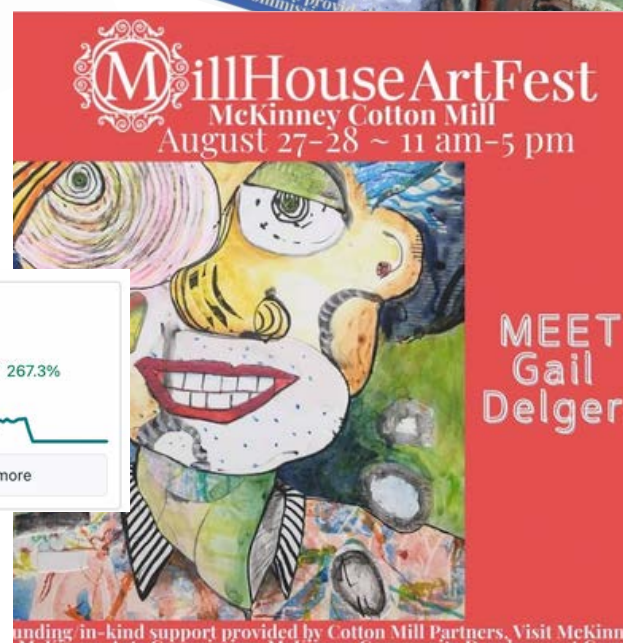
Sister nonprofits, MillHouse Foundation and MillHouse McKinney, operate out of the Cotton Mill to lift up micro-business women in creative fields. MillHouse McKinney operates the 14,000-square foot MillHouse facility with 32 studios for female artists and creatives and hopes to add more studios in the future.

"The Cotton Mill is a beautifully renovated space where you're surrounded by century-old architecture and a slice of McKinney's history," Beth explains. "Our studios provide a place for women to spark their creative flame as well as meet and collaborate with other local artists."

Funding and in-kind support for ArtFest are provided by the Cotton Mill Partners, Ltd., McKinney Arts Commission, Visit McKinney, and McKinney Community Development Corporation.

MillHouse Foundation Board of Directors include Dr. Beck; olverton, award-winning r and creative services ia Brock, artist, jeweler, and ; Andrea Holmes, painter ; Gail Delger, watercolor,

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MillHouseFoundation.org  
MillHouseMcKinney.com



People reached ①

Post interactions ①

45 likes 3 comments  
0 Save

Account activity ①

0 texts 0 emails  
0 calls 0 get directions  
0 website clicks

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.



# Marketing for 5 events: January-September

VISIT MCKINNEY Budget MillHouse Art Festivals and Maker Markets for January 1-September 30,	Cost	Description
<u>Digital Media</u>		
Media Content and Design	\$6,699	Create and design media content, including festival and market webpages, photography, graphics, text descriptions, and any digital or print assets
Facebook ads (\$350 per event)	\$1,750	To target festival and market demographics, including ads to reach up to 100,000 people per campaign
ArtFest Promotional Video	\$400	Promotional video to draw visitors to McKinney
<u>Print and Media Ads</u>		
Living Magazine Advertorial	\$4,800	Two article format ads in Living Magazine in markets which would require an overnight stay in McKinney. The stories highlight each festival and encourage visitors to plan a weekend getaway in downtown McKinney.
<b>TOTAL</b>	<b>\$13,649</b>	





# DIRECT RESULT OF MARKETING \$\$

Summer ArtFest ATTENDANCE doubled.  
Artists' SALES increased!



## HAPPY SHOPPERS = HAPPY ARTISTS!

ArtFest summer 2022 was a **huge success** for myself as well as other local artists!

I more than **doubled my sales** from the Winter Festival and exceeded my goal for this show by 35%! I met new clients and received **five commissions**.

I **exceeded my sales goals by almost double** and gained several new contacts for future commissions.

ArtFest continues to grow and each show gets better with so many **opportunities to showcase and sell** my art.

I participated in at least five Millhouse ArtFests and it is one of my **favorite shows**.





Mill House ArtFest  
AUGUST 27-28, 2022

*Sponsor Shoutout!*

Funding & in-kind support for  
2022 Summer ArtFest provided by



THE COTTON MILL

McKinney Arts  
Commission

visit  
**McKinney**  
Official Sponsor

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

**McKinney Cotton Mill**  
Hwy 5 & Elm St  
Historic East McKinney

**THANK  
YOU!!**